

Weld County community health campaign launched

January 31, 2013

GREELEY – The North Colorado Health Alliance Thursday announced the launch of a three-year community health campaign, supported by a \$750,000 grant from the Kaiser Permanente Community Health Fund.

The Weld County Community Health Campaign will work to improve the nutrition, physical activity and social and emotional wellness of residents of Weld County.

The launch of the campaign follows a two-year community assessment led by the Weld County Department of Public Health and Environment and other partners. The study was recommended by the Public Health Act of 2008.

The Weld County Community Health Campaign will launch in June and will address some of the statistics found in the study.

The findings in Weld County mirrored many of the health trends seen across the country, with 61 percent of adults and 33 percent of children overweight or obese and 16 percent of residents suffering from some type of social or emotional health problem.

The grant from Kaiser will allow for coordination of strategies to improve access to healthy food, increase physical activity and intervene in unhealthy conditions in the community, according to a release.

“Health is, more often than not, determined by non-medical factors,” said Vincent Atchity, COO of the North Colorado Health Alliance.

“The Weld County Community Health Campaign intends to revolutionize the way individuals, organizations businesses and governmental entities collaboratively engage to promote the whole health of our communities,” he said.

Northern Colorado Business Report